

MICRO PAYMENT-BASED ADVERTISING**ABSTRACT**

5 A method for electronic advertising by an advertiser  
includes posting an advertisement for an item offered to  
a buyer for purchase from a merchant on a page per fee  
basis at a predetermined price via a network link to a  
network address represented in the advertisement by an  
alias, which conceals the network address from the buyer.  
Upon receiving an invocation of the link from the buyer,  
10 an order is transmitted to the merchant for supply of the  
item to the buyer in exchange for payment of the price by  
the buyer. The item is conveyed, responsive to the  
order, from the merchant to the buyer, and the advertiser  
receives a predefined portion of the price paid by the  
15 buyer in consideration for posting the advertisement.